

# TORRANCE ENTERPRISE

TORRANCE THE MODERN INDUSTRIAL CITY

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## TORRANCE FIREMEN AID OFFICERS OF LAW

### Councilmen Dispose of Much Business Affecting City Of Torrance

The regular meeting of the Board of Trustees of the city was held in the Dominguez Land Corporation office on Tuesday evening, with one member of the Board absent and another tardy. The tardy member, it seems, had been investigating the conditions of Arlington avenue and it took considerable time to find the chink holes, all of which have been practically eliminated.

The minutes of the previous meeting were read and approved. A communication from the office of the county auditor was read, in which it was stated that the assessed valuation of the City of Torrance was \$3,270,985.00, but stated that the city covered an area of only 1170 acres instead of over 3000, which there really are. The city clerk was instructed to take the matter up with that office and call attention to the error.

The garbage ordinance of Los Angeles County was read, wherein it was stated that it is unlawful to feed garbage to animals or to transport garbage through the county of Los Angeles outside the city limits of any incorporated town. The communication was referred to the Street, Sewer and Park Committee for action.

Mr. J. H. Fess was present and requested permission for the use of the streets for the coming Fiesta. The request was granted by the unanimous voice of all members present.

Messrs. McKeeran and Casey were present and gave an outline of the Fiesta plans and to request that anyone applying for a license for a concession during the Fiesta be referred to them in order not to string the concessions out. The city clerk was instructed to refer anyone applying for a license to Messrs. McKeeran or Casey.

The city marshal made a report that the ordinances covering the burning or destroying of refuse were being complied with, and that the streets adjoining the new Burkhardt block and the new bank building would be cleaned in a short time, and parking places would then be marked out.

The marshal also urged the appointment of more police officers during the Fiesta and recommended that members of the fire department be sworn in. The marshal was instructed to appoint the men to serve as volunteer policemen without pay.

The fire chief, Ben Hannebrink, was present and reported in regard to conditions as he had found them in his tours of inspection. He found the rooming houses and hotels in good order, and with necessary fire hose, with the exception of the Myrtle Apartments, where there was no fire hose on the third floor. The chief recommended that fire escapes be installed on the buildings over two stories in height.

The chief further reported that the booster pump pressure would not be sufficient in case of a large fire, and also that there was no protection for the Vista Highlands district except the fire department chemical.

The chief recommended that some fire hydrants be discontinued and placed in other locations where they would be of more service. He also recommended strongly the installation of a fire siren, and to have the fire plugs painted white, so that they would be more visible at night. The entire report of the fire chief was referred to the Police, Fire and Light Committee for action and report at the next meeting.

The city attorney was instructed to look into the matter of the will of the late J. S. Torrance and ascertain if the bequests to the City of Torrance would be carried out.

The matter of garbage cans was again brought up and it was with regret that the city officials could not find a way to furnish the cans to the people of the city at cost. It was decided to endorse the purchase of the cans at the local hardware dealers at a discount of fifteen per cent, which they offered to sell

## Everyone On Their Toes

Everyone around this neck of the woods are holding their breath in anticipation of the gusher oil well west of Torrance that is reported on the verge of spouting. It is understood there is 125 feet of cement to drill through and a strata of shale rock before the "lake" of oil is tapped. It was the plan to have the day the well was brought in declared a legal holiday by Torrance, but other plans were adopted with the decision of letting nature take its course. Everyone here knows there is oil, and much apprehension is manifest by even the most skeptical. Another oil drilling outfit have been busy this week erecting the second derrick not far from the Santa Fe well.

## MERCHANTS ARE PATRIOTIC

A regular meeting of the Torrance Merchants Association was held in Mikleson's pool room on Wednesday evening, August 3. Regular routine business was transacted, after which a discussion on disbursements was held.

It was decided to give the sum of \$50.00 to the Merchants baseball team and guarantee the sum of \$50.00 towards the road fund.

In case that the Fiesta committee run a deficit on the funds for the celebration, the Merchants agreed to guarantee \$200.00. It is not thought that this sum will have to be paid, but unexpected things sometimes happen.

All members of the association who were present agreed to give half a day's work on the roads which are to be repaired with the fund which is being raised by the Chamber of Commerce.

The matter of paying more money on the occupational tax to be used for additional police protection was not brought up. Mr. Rappaport is still working on the matter, and expected to have all the members signed up by the next meeting.

## LEGION HALL MAY BE RENTED FOR DANCES

A regular meeting of the Torrance Post of the American Legion was held in their new club rooms on Border avenue Wednesday evening.

Regular routine business was disposed of, after which the matter of renting the hall for the use of other organizations was discussed at length. It was the opinion of all members present that a charge of \$3 per night be charged for meetings and \$10 for dances, there being an extra charge of \$2 for the use of the piano.

The hall is the best ventilated and lighted of any in the city, and as the Legion is greatly in debt it will be necessary to make the charges. It was considered that a great many Torrance people had helped in one way or another to erect the building, but not sufficient to defray enough of the expenses.

The people who had donated labor since the last meeting were extended a vote of thanks for their services. Especially Mr. Wilbur Whitney, who donated three days, and Mr. Greiner, who with Mr. Smith are doing all the wiring, and thereby saving considerable on the estimated cost.

There being no further business, the meeting adjourned.

Miss Iva Spencer of Portland, Oregon, has come to live with her grandmother, Mrs. Mary E. Perkins of Gramercy avenue. She will finish her high school work here.

them at during the month of August.

The bond of the city marshal in the sum of \$1000 was approved and ordered filed.

Ordinance No. 9, establishing the grades of Arlington and other streets in the southern part of the city, was given its first reading and approved as read.

All bills and demands when they are properly audited by members of the committees were ordered paid.

There being no further business before the Board, the members adjourned.

## QUEEN OF FIESTA

### Here's How They Stand

Miss Dorothea Murphy	1051
Miss Erma Morford	868
Miss Mary Roberts	543
Miss Clover Stephenson	501
Katherine Pickard	405

Elaborate plans are nearly completed for the crowning of the Queen and for the dance which is to be held on Cabrillo street between the Fess Grocery and the Steffen Block.

It has been arranged for the Queen of the Fiesta to head the grand march immediately preceding the dance. The Queen elect of the Board of Trustees, Hon. George A. Proctor, President of the Board of Trustees, and other participants will follow the queen in the order of their standing, accompanied by members of the Board of Trustees, if arrangements can be made.

The winner of the contest and the next highest girl will be given a free ride in the aeroplane, and this should be an inducement for the contestants to get out and work up a great many more votes.

The parade, which is to be held on Friday afternoon at 4:30, will be headed by the queen in an automobile.

The street dance, which is to be held Saturday night, will be in the form of a masquerade. Any costume which can be made or gotten together will pass, but a costumer will have a stand on the midway, where costumes may be rented.

A charge of twenty-five cents per person will be made at the entrance to the dancing space. Tickets will be sold during the Fiesta which will bear the official stamp of the committee, and it will be necessary for every person—man, woman and child—to have one of these tickets while they are on the dance space of the street, which will be roped off. The small charge is to be made to defray the expense of having excellent music, so that every one may

have a good time and enjoy themselves. If there is any one who honestly figures that he has not had "two-bits" worth of entertainment his money will be returned and a lot of questions asked.

A stand will be erected in the middle of the mid-way, where the queen will be throned and which will be a pedestal for all the girls of Torrance to look upon. A costume will also be provided and we will have a "regular" Queen.

Messrs. Casey and McCowan are working on the details, and are to be complimented on their keeping out the so-called "Concession Hogs" who attempt to take everything away with them except the bad taste which always lingers after they are gone.

At a meeting of the Fiesta committee held Monday evening Messrs. Von Eagen, Casey and Connell were appointed to carry out the arrangements for the setting of the Queen.

The dance and masquerade for Saturday night is in the hands of Messrs. Deininger, Babcock and Connell. They have already arranged for a "crack five-piece" orchestra to play from eight-thirty to midnight, and have been guaranteed as good, if not better, music than was heard at the street dance given by the proprietors of the new stores on El Prado street Tuesday evening. It will be regular Jass music.

The one thing to be remembered is that the dance will be a masquerade affair and the funnier and the prettier costume the better time you will have. Anyway, every person should wear a mask.

## "Queen's" Parade On Friday Afternoon To End At Fiesta Court

As the contest for Queen of the Fiesta progresses the committee in charge announce new features for the winners, and the several young ladies are working hard for first honors.

In addition to the diamond ring for the winner there will be an aeroplane ride for the Queen and the girl getting the second highest number of votes. H. V. Kelly and Herman Patterson, who will furnish the passenger-carrying plane during the Fiesta, announced that they would give the two highest girls in the contest a nice long ride in the air. The machine is a six-cylinder, two-passenger, 220 horse-power Liberty motor, the finest machine in this section of the country. Passengers ride side by side.

Another feature will be the grand march preceding the opening of the dancing on the street in front of the Fiesta grounds. The Queen, accompanied by Mayor Proctor, as representative of the City of Torrance, will lead the grand march. The other girls, in order of their finishing in the contest, will follow.

In the parade scheduled for Friday afternoon, and which will be titled the Queen's Parade, the successful candidate, surrounded by her maids and other young ladies in the contest, will ride in splendor. Also on the Fiesta grounds there will be a "Queen's Court," where her Majesty will reign supreme.

Mrs. Myrtle Leins and sons of Long Beach arrived Wednesday and will spend the week-end with Mr. and Mrs. Paul Harestad of Gramercy avenue.

## Fiesta Parade Friday To Be One Of Elegance

One of the big features of the Torrance Fiesta, scheduled for Friday, August 26, is the Queen's Parade. The parade will form on Carson street, west from Cabrillo, starting at 4:30 p. m. sharp. The parade will traverse the main streets of the city, disbanding at the Fiesta grounds, with Chas. Stock as grand marshal. Those intending to be in line are requested to leave name at Fiesta headquarters, Chamber of Commerce Building. Line-up of parade follows:

- Civic section, including police, fire department and city officials.
- Band.
- Queen's float, with all the young ladies in contest.
- Industrial Section.
- Merchants and Manufacturer Section.
- Societies and Clubs.
- Band.
- School Children's Funny Section.
- Private Automobiles, Decorated and Plain.

## MASONS PICNIC

Torrance and Lomita Master Masons, their wives and families motored to Orange County Park last Sunday for their annual picnic. Well-filled lunch baskets were taken by everyone and coffee was cooked on the large open hearth furnaces at the park. Games and other amusements took up the afternoon in the park, and no one left for home until near sundown.

## JUST WHAT YOU WANT

Have you been up to Hayden's Millinery to hear the new Victrola? It's a beaut, and, oh, boy, those late records! Just the thing for a nice birthday or Christmas present. Sold on easy terms.—Advertisement.

## To The Residents of Torrance FIESTA PUBLICITY IN HANDS OF EXPERTS

In a recent issue of this paper a letter was addressed to you from the City Trustees calling attention to several late ordinances for cleanliness and general welfare. One prohibiting the dumping of grass cuttings and other rubbish in gutters; another prohibiting the storing of goods, empty boxes or building materials on the side walks and parkings.

The garbage and refuse disposal ordinance was explained, stating that a garbage can with a tight cover was required, and that the trustees had arranged with the manufacturer for the cans at a very low price, and that the hardware stores in Torrance had offered to assist in the "Clean Torrance" campaign by handling the cans at the cost price at which the city could buy them.

After this price, which was a direct quotation from the manufacturer, had gone to press the manufacturer withdrew his quotation, stating that he could not furnish the cans direct because of certain trade customs established with the wholesale hardware houses.

Messrs. Paxman and Reeves then offered to save the proposition by selling the cans at the cost price to them—eighty-five cents each for the five gallon cans and \$1.07 each for the six and a half gallon can.

This price is fifteen per cent of the regular retail price, and will be maintained until the end of August.

It therefore behooves every resident to take advantage of this generous offer and purchase the cans immediately.

Yours sincerely,  
BOARD OF TRUSTEES OF  
CITY OF TORRANCE.

## Attorney Briney Moves

P. G. Briney, attorney-at-law, has moved his offices from the post office building to the First National Bank Building.

## MOVING PICTURES TORRANCE SCHOOLS

Owing to some remarks relative to the use of the money raised by the Parent-Teachers' Association at the coming Fiesta, it seems necessary to offer some slight explanation.

Some such remarks as the following have been made: "I do not approve of moving pictures, and consider them ruinous to the minds of young people." We wish to state that the "picture machine" which the P. T. A. are endeavoring to place in the school building is to be used for educational purposes only, and not for entertainment during school hours. Educational films are furnished by the city and also the county boards of education. Any person who has tried to keep in touch with the latest and up-to-date methods used in the schools today would hardly make such a remark, for it is an acknowledged fact, and stated by those most qualified to judge, that the moving picture is one of the greatest educational factors of the day.

The picture machine will be used for entertainment at evening gatherings in the school auditorium when it seems advisable, and only the cleanest pictures will be shown. Those pictures will be censored by a committee of the P. T. A. and will be strictly high-class in every way.

MRS. F. H. CLARK, President.

## P. T. A. NEWS

The committee in charge of the P. T. A. booth for the Fiesta wish to announce that all donations should be left at the home of Mrs. F. H. Clark, 1731 Andree street, not later than August 22. Anyone whom the collectors were unable to find at home who wish to donate may send their articles to the above address.

The Torrance Eastern Star chapter has made arrangements for a booth at the Fiesta, August 26-27.

## President A. W. Malone of Chamber of Commerce Presides at Meeting

President A. W. Malone presided at his first meeting since being elected to that office of the Chamber of Commerce in Steffens Hall last Monday evening. Minutes of previous meeting were read, after which various committee reports were made. The delegates to the Fourth District Chamber of Commerce reported that the meeting held in Gardena was one of the most enjoyable ever held. All the towns were represented except Lomita.

The Fiesta Committee reported that a contract had been signed for the handling of the Fiesta publicity and the letting of the concessions. The contract was signed with C. S. Keeran, who has had vast experience in handling such affairs, and who really knows the ropes.

Mr. Keeran has agreed to take not less than two hundred feet of concession space, and have same used to the best advantage possible for the Fiesta.

The matter of the condition of the road from the P. E. crossing to Torrance was brought up and it was discovered that the road had never been deeded by the Dominguez Land Corporation to the city, and under these circumstances the city could do nothing in the way of repairs. The condition will be remedied, however, by the road committee of this body with the funds which are being raised.

Mention was made and duly seconded that the secretary be instructed to appoint some person, preferably a woman, to attend the booth of the Torrance Chamber of Commerce at the Industrial Trades Exposition held in the new Terminal Building in Los Angeles.

There being no further business the meeting adjourned for a Fiesta committee meeting.

## GRAND OPENING OF STORES

Last Tuesday afternoon and evening will long be remembered and cherished in the pleasant memories of Harry Paige, Gordon and S. L. Groves, Romey Lee, St. Rappaport and F. L. Parks, the new business firms in the Burkhardt Building. During the hours set for the reception a steady stream of people called, everyone leaving a word of praise at the elegance of the new stores, some leaving flowers and congratulations. Special demonstrators were down from Los Angeles and refreshments were served.

The Torrance Toggery attracted a good deal of attention from the dressy people of this community, and many were astonished at the elaborate fixtures and large stock of merchandise. "SI" was "right there," too, and was in a dozen or more places at one time. The Paige Grocery really looked as if it were made of assorted wax colors, so easily was the goods arranged. The Globe Bakery, which occupies the center of the floor space, had a display of their favorite pastries and gave away a dozen cakes. Romey Lee, with his "sanitary" and quality market, will be remembered by the housewives who are particular when buying their choice steaks. The frosted counters were garnished with assorted viands that were tempting. Down a little farther F. L. Parks showed the latest in plumbing fixtures and a great deal of pride in showing the steady stream of visitors through his place of business, and everyone left with the impression that Mr. Parks knows the plumbing business.

At 8:30 street dancing was announced and a very fine orchestra furnished the music for over 1000 dancers, who previous to this event had indulged in a conchetti battle staged by the American Legion. The crowd was estimated to be from 2000 to 2500 for the evening.

Mrs. Mary E. Perkins entertained Tuesday a few friends at luncheon. Mrs. Frank Warren and Miss Brown of Andree avenue, Mrs. C. E. Chase of Lomita, Miss Spencer and Mrs. Perkins were present.